



FOR IMMEDIATE RELEASE

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Sleepypod and Toshi's Flatiron Hotel Partner to Make Dog Travel to New York Easier *Offer Premium Doggie Welcome Kit and In-Room Menu that Include Travel Necessities from Top Pet Brands*

Pasadena, Calif.—July 30, 2013—Sleepypod®, a Pasadena-based company recognized for reinventing pet products through innovative design, today announces a partnership with Robert “Toshi” Chan and his [Flatiron Hotel](#), a modern luxury boutique hotel in New York City. Together, they will make pet travel easier for furry guests staying at the Flatiron Hotel by providing complimentary Sleepypod & Friends Welcome Kits filled with premium pet travel necessities from [Sleepypod](#) and other top brands to include [The Honest Kitchen](#), [SimplyFido](#), and [Little Eatz](#).

“Successful travel with a pet not only depends on advance preparation by the pet owner, but also on organized planning by hosts at the destination,” says Michael Leung, a Sleepypod owner and product designer. “Sleepypod partnered with the Flatiron Hotel because visitors with dogs traveling to New York City are welcome guests of Toshi, the iconic owner of the Flatiron Hotel, and his hotel staff who truly understand the needs of dog owners and go out of their way to attend to their travel priorities.”

Sleepypod & Friends Welcome Kits include the following travel-sized, pet travel necessities: The Honest Kitchen complete and balanced pet food, SimplyFido organic pet toy, Little Eatz cookies you share with your pup, and Sleepypod's Little Germs 100 percent organic, deodorizing cleaner.

A wide selection of products from the same brands may be ordered from Toshi's Flatiron in-room, Sleepypod & Friends doggie menu.

“We are very proud to introduce the Sleepypod & Friends menu at the Flatiron Hotel, offering the best in pet care to our visitors,” said Robert “Toshi” Chan, owner of the Flatiron Hotel. “Much like our hotel, Sleepypod & Friends is dedicated to providing first-rate luxury to its customers and I am confident in the superior quality of the products available to our guests on the new Doggie Menu. As a proud dog owner, I am thrilled to enhance the experience of a pet-friendly environment and look forward to our partnership with Sleepypod.”



About Sleepypod

Busy pet-owner lifestyles demand pet products that are not only versatile but also exceptional enough to baby the pets that mean so much to us. Sleepypod understands the importance of pets in their owners' lives and that's why safety is our priority. To protect the joy of driving with pets, Sleepypod crash tested its entire line of dog harnesses and pet carriers at the standard set for child safety restraints. From the FDA food-grade, BPA-free silicone in Yummy Travel Bowls to the 100 percent organic Little Germs line of cleansers, Sleepypod devotes careful and caring attention to every detail in each product. Bold and functional, Sleepypod products are clever enough to have won a slew of awards and stacks of praise from veterinarians, pet industry experts and media, even earning a spot in the *Metropolitan Home* “Design 100” alongside iconic products like the iPhone and the Smartcar. Thoughtful design features transform ordinary pet products from insipid to inspired. For more information, visit www.Sleepypod.com.



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About Toshi's Flatiron Hotel

Located in the heart of Manhattan, the Flatiron Hotel is a sophisticated, exiting way to experience New York. With modern, luxurious rooms and amenities, and live music every night, the Flatiron Hotel is a destination in and of itself in the center of New York's most vibrant area. Housed in a New York City landmark building, the Flatiron Hotel is a modern boutique hotel with luxurious amenities combined with European elegance. Its 65 rooms feature oversized windows for panoramic views of the city outside and double, queen or king size beds furnished with 600-thread count linens, the perfect place to enjoy the LCD TV and wireless internet access. The bathrooms feature Jacuzzi bathtubs or Swiss rainfall showers with six adjustable shower heads, as well as a television inside the mirror. Enjoy the views of the city or simply relax with the comforts of home. Whatever your reason for visiting, the Flatiron Hotel will make your stay great. For more information, please visit www.FlatironHotel.com.

About The Honest Kitchen

The Honest Kitchen produces a line of dehydrated human-grade whole foods for dogs and cats, which are made with love and uncompromising attention to detail, for the highest possible quality standards. Dehydration is a gentle technique that removes only the moisture and retains most natural nutrients found in raw, whole foods. The private, family-owned company is based in San Diego Calif. The Honest Kitchen's products are recommended by holistic veterinarians and developed with care, by a company of pet lovers with a passion for food. For more information, please visit www.TheHonestKitchen.com.

About SimplyFido

SimplyFido aims to enrich the lives of today's families by fostering the imaginations of pets and celebrating the lifestyle of the eco-conscious home. SimplyFido is more than just playthings – we aim to teach values and environmental responsibility, all while touching the hearts of our pets through imagination and whimsy. For more information, please visit www.SimplyFido.com.

About Little Eatz

Little Eatz, Gourmet Goodies are a completely unique cookie. Known as "The Treat You BOTH Can Eat!" Little Eatz are all natural, healthy, and safe for both people and pets. Little Eatz come in three delicious flavors: Cinnamon Crunch, Carob Chip, and Perfect Peanut Butter. Our cookies are, and always will be, made in the U.S.A.! So care enough to share...and both of you can enjoy Little Eatz! For more information, please visit www.LittleEatz.com.

Contact Information

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